

## **REMARKS**

The Office Action dated July 1, 2004 has been carefully considered. In response to the Office Action, Applicants have amended the claims of the application. Applicants request that the Examiner consider the foregoing amendment and following remarks and then pass the application to allowance.

### **Pending Claims**

Claims 2, 4-13, 15-19, 22-24 and 73 remain pending.

### **Claim Rejection 35 U.S.C. § 112**

By the present Amendment, claim 1 has been cancelled and replaced by new independent claim 73 which overcomes the claim rejections under 35 U.S.C. § 112. Applicants respectfully submit that the support for new claim 73 can be found in Figures 1 and 3 of the Application.

### **Claim Rejection 35 U.S.C. § 103(a)**

In the Office Action, claims 1-71 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Blinn (U.S. Pat. No. 6,058,373) in view of Henson (U.S. Pat. No. 6,167,383).

By the present Amendment, Applicants have cancelled independent claim 1 and replaced it with new independent claim 73 to recite the novel and unobvious aspects of the present invention. Specifically, new claim 73 describes a system for the purchase of a product on a custom store web page of a vendor. The system has

a user computer for a user to purchase preselected products from the custom store web page. Furthermore, the system includes a custom store administrator computer configured for an administrator not associated with the vendor of the products to select products for purchase by the user/customer. A server system of the vendor has a web server for communicating with the user computer and the custom store administrator computer. The server system further includes a database of configuration data about the products and the custom store web page. An application server of the server system is configured to create the custom store web page. The application server has an instantiation application for creating the custom store web page from the information of the custom store administrator computer. Accordingly, the custom store web page can be managed by the administrator, but created and hosted by the vendor.

Applicants respectfully submit that neither Blinn nor Henson disclose the present invention as described by claim 73. Specifically, neither of the references disclose a server system with an instantiation application that creates a custom store web page from information of the administrator computer wherein the administrator computer is not associated with the vendor. Accordingly, Applicants respectfully submit that claim 73 is allowable, as are claims 2, 4-13, 15-19 and 22-24 dependent thereon.

### **Conclusion**

In view of the preceding discussion, Applicants respectfully urge that the claims of the present application define patentable subject matter and should be passed to allowance. Such allowance is respectfully requested.

If the Examiner believes that a telephone call would help advance prosecution of the present application, the Examiner is invited to call Applicants' representative at the telephone number listed below.

Respectfully submitted,

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